

## Table of Contents

	<u>Page</u>
Introduction	1
Background	1
Objectives	1
Location and Date of the Research	1
Sample	1
Research Procedure	2
Summary	3
Detailed Findings	
Average Viewing Time	6
Detailed Eye Movement Data: Merit "Smoke Cracked"	9
Detailed Eye Movement Data: Merit "New Low Tar Entry"	12
Recall of Brand Name	15
Recall of Ad Details	17
Spontaneous Thoughts and Feelings	19
Appendix	20
Verbatim Responses	20
What Did the Ad Show, What Did the Ad Say, What Were They Trying to Tell You	20
Merit "Smoke Cracked"	20
What Went Through Your Mind When You Saw This Ad	24
Merit "Smoke Cracked"	24
Verbatim Responses	27
What Did the Ad Show, What Did the Ad Say, What Were They Trying to Tell You	27
Merit "New Low Tar Entry"	27
What Went Through Your Mind When You Saw This Ad	32
Merit "New Low Tar Entry"	
A Description of Eye Movement Measurement	35
Classification Data	37
The Questionnaire	

1002479787

# Smoke Cracked.

Researchers isolate key flavor ingredients of tobacco in  
cigarette smoke-pack Enriched Flavor into new MERIT.



9 07

1002479788

**'Enriched Flavor' idea succeeds—increases taste of new 9 mg tar MERIT without the usual increase in tar.**

ments.ucsf.edu/docs/hfkk0000

Source: <https://www.industrydocuments.ucsf.edu/docs/hfkk0000>

## Introduction

1002479790

## Introduction

### Background

With the introduction of Merit and competitive low tar and nicotine cigarette brands came longer copy newspaper ads. Philip Morris asked PRS to evaluate how consumers reacted to these types of ads.

### Objectives

Using multi-dimensional measurement techniques, to examine consumer response to two newspaper advertisements for Merit cigarettes.

- o Smoke Cracked
- o New Low Tar Entry

More specifically, to investigate:

- o The visual response to long copy executions.
- o How these alternative treatments relate to consumer recall of Merit cigarette advertising.

### Location and Date of the Research

- o The PRS research facility, Garden State Plaza, Paramus, New Jersey
- o February, 1976

### Sample

- o For eye movement: two groups of 50 males
- o For verbal interview: two groups of 50 males
- o All respondents who currently smoke at least one pack of cigarettes a week.

1002479791

Research Procedure:

- o Screening for qualifications of potential respondents.
- o Voluntary viewing (time under control of respondent) of 12 different newspaper ads through the eye movement apparatus. One sample was exposed to "Smoked Cracked" and the second to "New Low Tar Entry". The order of presentation for all ads was rotated from respondent to respondent.
- o Unaided recall of advertisers' names.
- o Aided recall of advertisers' names.
- o Detailed recall of the Merit ad as well as other ads in the sequence.
- o Spontaneous thoughts and feelings.
- o Closing questions, including type and brands of cigarette smoked.

1002479792

## Summary

1002479793

### Summary

Of the two Merit ads evaluated in this report ("Smoke Cracked" and "New Low Tar Entry"), "Smoke Cracked" appears to be the better ad. With but a few exceptions, "Smoke Cracked" performed at higher levels than "New Low Tar Entry" and generally performed at least as well as competition in the form of ads for Now and Vantage.

Briefly, the findings are as follows:

- o The length of viewing time, on average, was somewhat longer for "Smoke Cracked" than it was for "New Low Tar Entry" (7.8 seconds versus 6.8 seconds). The viewing time for "Smoke Cracked" is equal to, or above, that for competition. The viewing time for "New Low Tar Entry" falls between the viewing times for the two competitive cigarette ads. In general, the viewing times for all of the cigarette ads were at least moderately below the test averages, possibly indicating a general lack of involvement with the product category among viewers.
- o Detailed eye movement data indicate that effective copy readership tends to be rather low for both ads. Specifically, although readership of the "Smoke Cracked" headline occurred at a very high level (90%), readership of the two-line subhead (which conveys the ad's message) was achieved for less than one-quarter of the sample.

The situation is different with "New Low Tar Entry." In this ad, the five-line headline contains the ad's message, and this headline is read by a majority (58%) of the ad's viewers. However (and of critical importance to idea communication) these five lines are read out of their intended order by most viewers (i.e., most viewers begin with the line, "60% more tar"). Furthermore, the subhead has little opportunity to convey its message since no more than 8% of the sample read both its lines.

In view of the extent to which message communication might have occurred during the voluntary viewing of these two ads, it appears that "Smoke Cracked" has the ability to communicate to a larger audience (albeit only about 25% of the sample).

- o The conclusions (re message communication) drawn from the eye movement data are supported by the findings on detailed ad recall: about one quarter of the "Smoke Cracked" sample were able to recall details which are clearly identified with this ad. By contrast, only 2% of the "New Low Tar Entry" sample provided similar recall of specific details.

1002479794



Summary (Continued)

The "Smoke Cracked" sample also recalled ad details of a general nature at a much higher level (68% versus 40%). (It should be noted, however, that these details are of such a general nature that it is impossible to determine whether they were actually based on recall of the ad or simply based on respondents' expectations of what they would be likely to see in a cigarette ad.)

- o On the measure of brand name recall, both on an unaided and on an aided basis, there is little difference between the two ads. Both ads scored within 5% of their respective test averages on both recall measures. In addition, both ads performed on a par with, or slightly above, the Now and Vantage ads.
- o Finally, respondents volunteered a rather high incidence of unfavorable comments when they were asked, "What went through your mind when you saw this ad." Negative comments outnumbered positive comments by about one-and-a-half to three, with "Smoke Cracked" eliciting the higher incidence of negative comments. (Among "Smoke Cracked" viewers, the greatest incidence of negative comments was based on trial experience with Merit, which apparently did not measure up to respondents' taste expectations.) Nevertheless, remembering that recall of specific ad details was obtained at rather low levels, it appears that at least some of the unfavorable sentiments might reflect reactions to the idea of smoking in general, rather than to the ads themselves.

1002479795

**Detailed Findings**

**1002479796**

Average Viewing Time

All Ads Tested

	<u>Smoke Cracked</u>	<u>New Low Tar</u>
Bonds	9.6 sec.	9.9 sec.
Eastern Airlines	8.3	9.0
<u>Now Cigarettes</u>	<u>6.3</u>	<u>6.3</u>
Firestone	9.4	9.7
J.C. Penney	7.6	7.4
TWA	9.2	10.2
<u>Vantage Cigarettes</u>	<u>7.7</u>	<u>7.5</u>
Goodrich	9.8	9.0
Roger Kent	9.2	9.4
Pan Am	8.4	8.5
Goodyear	9.6	10.9
<u>Merit - Smoke Cracked</u>	<u>7.8</u>	
<u>Merit - New Low Tar</u>		<u>6.8</u>

Test Average

8.5

8.7

Base

(50)

(50)

1002479797

Average Viewing Time

According to the data, table opposite, the cigarette ads tended to be the least involving of all the ads tested. All performed at least moderately below the test average on length of viewing time.

Among the cigarette ads themselves, there appears to be a direct relationship between length of copy and length of viewing time. Thus, the Vantage ad, which has the greatest emphasis on copy, received a relatively long (among the cigarette ads) viewing time, while the Now ad, which emphasizes copy least, received the shortest viewing time.

A table showing the distribution of viewing time for each of the Merit ads appears on the following page.

1002479798

Merit

Distribution of Viewing Time

	<u>Smoke Cracked</u>	<u>New Low Tar</u>
Under 2 sec.	-%	-%
2.0 - 3.9	16	8
4.0 - 5.9	19	26
6.0 - 7.9	28	19
8.0 - 9.9	9	21
10.0 sec. or more	28	26

4% of respondents spent over  
20 seconds on Smoke Cracked

-% spent over 20 seconds  
on New Low Tar Entry

1002479799

Eye Movement Data

Merit -- "Smoke Cracked"

<u>Element Identification</u>	<u>% Noting</u>	<u>% Reading</u>	<u>% Re-examining</u>	<u>% of Total Time</u>	<u>Avg. Viewing Sequence</u>
"Smoke Cracked"	90%	90%	72%	34%	1st
"Researchers isolate key flavor..."etc.	70	24	40	10	2
"Cigarette smoke-pack Enriched..."etc.	74	36	52	10	3
Merit Pack	90	NA	66	2	4
Upper Left Copy Block	62	3	29	5	
Lower Left Copy Block & Copy Head	41	8	20	10	
9 mg. "Tar," 0.7 mg. nico- tine (Bold Type)	22	22	8	18	
Upper Right Copy Block	52	2	25	1	
Lower Right Copy Paragraph & Copy Head	50	6	30	3	
"Merit & Merit Menthol"	20	2	6	4	
"Report from Philip Morris"	22	6	8	3	
9 mg. "Tar," 0.7 mg. nic- otine (Small Type)	8	2	2	1	
Surgeon General's Warning	6	2	2	1	

n = (50)

1002479800

Detailed Eye Movement Data: Merit "Smoke Cracked"

Eye Movement data show that only two elements in the "Smoke Cracked" ad elicited very high levels of viewer attention (90% noting) -- the headline and the Merit pack. The two-line subhead and the upper left copy block elicited moderately high levels of noting -- from 62% to 74% of the sample. Noting of the remaining copy blocks (lower left, and upper and lower right) occurred at moderate levels -- 41% to 52%.

Importantly, noting of the caption, "Merit and Merit Menthol," and the bold-type tar and nicotine ratings, occurred among only one-fifth of the sample.

While readership of the two-word headline occurred at a very high level (90%), readership of the other bold-type elements (both lines of the subhead and the bold-type tar and nicotine ratings) occurred for less than a quarter of the sample. Furthermore, the incidence of copy involvement (i.e., respondents who spent sufficient time with small-type body copy to enable readership of a substantial portion of that copy) is extremely low (2 to 8%).

As might be expected (from its readership level), the two-word headline captured the longest share of the total viewing time 34%. By contrast, the much lengthier subhead (16 words) occupied only 20% of the viewing time. Viewing sequence data indicate that the ad was generally viewed from top to bottom, with respondents starting at the headline, proceeding to the subhead, and continuing on to the Merit pack. From this point on, no uniform viewing sequence is observable.

1002479801

22/6

# Smoke Cracked.

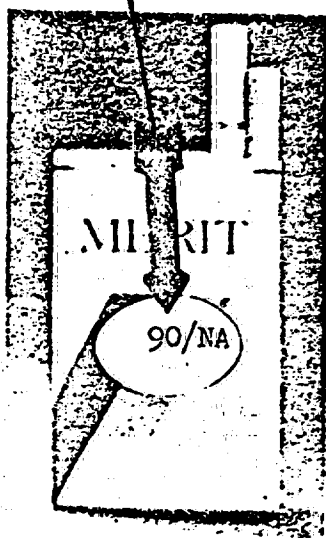
Researchers is 70/24 by flavor ingredients of tobacco in  
cigarette smoke-pack 74/36 ed Flavor into new MERIT.

62/3

52/2

Enter Data in the appropriate box.

41/8



50/6

20/2

8/2

9 (17  
22/22)

6/2

Eye Movement Data: Merit  
"Smoke Cracked"

% Noting/% Reading

1002479802



Eye Movement Data

Merit -- "New Low Tar Entry"

<u>Element Identification</u>	<u>% Noting</u>	<u>% Reading</u>	<u>% Re-examining</u>	<u>% of Total Time</u>	<u>Avg. Viewing Sequence</u>
Headline	58%	58%	16%	49%	
"New Low Tar"	74	74	28	5	3
"Entry Packs Taste"	82	82	38	4	4
"...of cigarettes"	84	84	36	5	5
"Having"	82	82	46	10	2
"60% More Tar"	96	96	68	25	1
"Enriched Flavor Idea..."	78	33	52	16	6
"9 mg. Tar Merit..."	74	8	35	5	-
Merit Pack Top	68	NA	44	5	7
Merit Pack Bottom	48	NA	16	2	-
Upper Left Copy Block	48	8	30	10	-
Lower Left Copy Block & Copy Head	34	-	14	2	-
9 mg. Tar, 0.7 mg. Nicotine (bold type)	20	20	6	3	-
Right Copy Block	66	2	38	5	-
Merit and Merit Menthol (Lower right)	9	9	4	1	-
9 mg. "Tar," 0.7 mg. nico- tine (small type) & Surgeon General's Warning	28	6	8	2	-

1002479803

Detailed Eye Movement Data: Merit "New Low Tar Entry"

According to the data left, only one element in the "New Low Tar Entry" ad captured the attention of the vast majority (96%) of respondents -- the fifth line of the five-line headline. The remaining four lines of the headline, as well as the two lines of the subhead, did, however, draw the attention of a substantial majority of the sample (74 to 84%). Other elements which elicited the attention of a majority, or near-majority, of the sample include: the two Merit packs, the right copy block, and the upper left copy block. As in "Smoke Cracked," the bold-type tar and nicotine ratings drew the attention of only one-fifth of the sample, while the "Merit and Merit Menthol" caption drew an even smaller audience -- 9% -- than it did in "Smoke Cracked."

While the headline readership figures might, at first glance, seem rather commendable (considering that the headline consists of five lines and 58% of the sample read all five lines), it is also important to consider the data on the sequential viewing of this five-line headline: these data indicate that the headline, rather than being read from top to bottom, was read in a rather disorganized fashion by a majority of the viewers. Viewers began with line five, moved up to line four, and then moved still further up to line one; from line one, they proceeded down through lines two and three. To add to the haphazard reading of the headline, readership of both lines of the subhead is extremely low--8%. Thus, although 70% of the total viewing time is spent on the headline and subhead, the data on voluntary ad viewing indicate that few respondents would have been able to extract the message communicated by this ad.

1002479804

# New Low Tar Entry Packs Taste Of Cigarettes Having 40% More Tar.

'Enriched Flavor' idea leads—increases taste of new 9 mg. tar MERIT without t<sup>1</sup> al increase in tar.

You can write to for a study conducted by the American Institute of Consumer Opinion for Philip Morris showing that MERIT delivers as much—or more—flavor than higher tar brands.

The reason: An extraordinary new process. Philip Morris researchers.

Enriched Flavor. Natural flavorings that can't burn out, can't fade out, can't be washed out, can't be lost.

And it's only in MERIT. At 9 mg. tar, it's the only cigarette in the world.

It's the only cigarette in the world that's been tested by thousands of smokers and found to be the most flavorful.

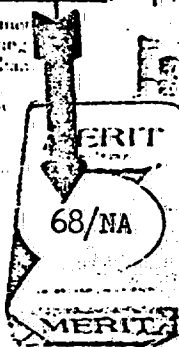
Low Tar Good Taste Fibers Fall Short.

At first, low tar cigarettes were thought of as being less flavorful. But now, with the new process, they can be as flavorful as any.

34/---

Eye Movement Data: Merit  
"New Low Tar Entry"

% Noting/% Reading



corresponding increase in tar.

## Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against two leading low tar brands ranging from 11 mg. to 15 mg.

Thousands of their smokers were invited to taste-test MERIT at home.

The results were conclusive. Even the cigarette test.

A significant number of smokers found MERIT to be the most flavorful.

Report delivered more.

By smoke tests and other.

66/2

9/9

28/6

0 17

20/20

1002479805

Recall of Brand Name

	n =	Smoke Cracked (50)	New Low Tar Entry (50)
<u>Unaided</u>			
Merit		52%	42%
Now		46	38
Vantage		46	42
Test Average 12 Ads		50	42
<u>Aided &amp; Unaided</u>			
Merit		78	72
Now		68	72
Vantage		78	74
Test Average 12 Ads		73	69

(Unaided) Q: Thinking of the ads you just saw, what brands or advertiser's names do you remember?

(Aided) Q: Now, I am going to read to you a list of advertiser's names. Some of these names were included in the ads you just saw while others were not. Please tell me the names you definitely remember having seen, even though you may have mentioned them before.

1002479806

Recall of Brand Name

Recall of the three cigarette brands, Merit, Now, and Vantage, on an unaided basis, shows little deviation from the test average. Indeed, all of the ads performed within four percentage points of the test average for unaided brand recall, and there are no statistically significant differences among the ads themselves.

These similarities in ad performance with respect to brand name reinforcement are also evident from the data on aided recall: all ads performed within five percentage points of the test average for aided recall, and there are no significant differences among the ads themselves.

1002479807

Recall of Ad Details

n =	Smoke Cracked (50)	New Low Tar Entry (50)	Now (100)	Vantage (100)
<u>Correct Detailed Ad Recall</u>	<u>24%</u>	<u>2%</u>	<u>18%</u>	<u>22%</u>
Improved, added, enriched flavor and <u>low tar</u>	6			
9 mg. tar, 0.7 mg. nicotine	4			
Enriched flavor (no mention of low tar)	4			
Smoke Cracked (references to cracked)	4			
Fractometer, mass spectrometer	2			
Confused recall of Merit ad (isolated cause of high nicotine; Merit retains a certain amount of tar to keep flavor in; Merit has 60% more taste than other cigarettes; etc.)	8	2		
<u>Correct General Ad Recall</u>	<u>68</u>	<u>40</u>	<u>58</u>	<u>48</u>
Shows a pack of cigarettes	46	--		
Reduced, lowered tar and nicotine	22	26		
Good taste, more flavor <u>and</u> low tar and nicotine	14	10		
Shows two packs of cigarettes; one Menthol, one Regular	--	14		
These cigarettes are healthier, safer to smoke; enjoy smoking & live longer	12	12		
A new brand of cigarettes	8	2		
Low tar, removed tar (no mention of flavor)	8	6		
Surgeon General's warning	2	2		
A smooth - smoking, mild cigarette	2	--		
A lot of copy	2	6		
Shows tar and nicotine ratings	2	--		
Smoke Merit; switch to Merit	--	2		
Comes in regular and menthol	2	--		
Just remember the name	4	2		
<u>Incorrect or No Ad Recall</u>	<u>20</u>	<u>34</u>	<u>8</u>	<u>23</u>
Confused with Now or Vantage ads	12	8		
No recall of ads detail	8	26		

Q: What did the ad say? What did the ad show? What were they trying to tell you?

1002479808



Recall of Ad Details

n =	Smoke Cracked (50)	New Low Tar Entry (50)	Now (100)	Vantage (100)
<u>Correct Detailed Ad Recall</u>	<u>24%</u>	<u>2%</u>	<u>18%</u>	<u>22%</u>
Improved, added, enriched flavor and low tar	6			
9 mg. tar, 0.7 mg. nicotine	4			
Enriched flavor (no mention of low tar)	4			
Smoke Cracked (references to cracked)	4			
Fractometer, mass spectrometer	2			
Confused recall of Merit ad (isolated cause of high nicotine; Merit retains a certain amount of tar to keep flavor in; Merit has 60% more taste than other cigarettes; etc.)	8	2		
<u>Correct General Ad Recall</u>	<u>68</u>	<u>40</u>	<u>58</u>	<u>48</u>
Shows a pack of cigarettes	46	--		
Reduced, lowered tar and nicotine	22	26		
Good taste, more flavor and low tar and nicotine	14	10		
Shows two packs of cigarettes; one Menthol, one Regular	--	14		
These cigarettes are healthier, safer to smoke; enjoy smoking & live longer	12	12		
A new brand of cigarettes	8	2		
Low tar, removed tar (no mention of flavor)	8	6		
Surgeon General's warning	2	2		
A smooth - smoking, mild cigarette	2	--		
A lot of copy	2	6		
Shows tar and nicotine ratings	2	--		
Smoke Merit; switch to Merit	--	2		
Comes in regular and menthol	2	--		
Just remember the name	4	2		
<u>Incorrect or No Ad Recall</u>	<u>20</u>	<u>34</u>	<u>8</u>	<u>23</u>
Confused with Now or Vantage ads	12	8		
No recall of ads detail	8	26		

Q: What did the ad say? What did the ad show? What were they trying to tell you?

1002479809

### Recall of Ad Details

Recall of specific ad details tended to be played back by a minority (18 to 24%) of the viewers for the Now, Vantage, and Merit "Smoke Cracked" ads. (The Merit "New Low Tar Entry" generated virtually no recall of specific ad details.) Correct general ad recall (that is, recall of details which are not specific to one ad, but appear in two or more of the ads) was elicited at much higher levels (40 to 68%).

Most prominent among the general recall of the ads were references to the message they share in common: this cigarette has low (lower, lowest) tar (and nicotine). Additionally, respondents often mentioned seeing one or more packs of cigarettes in each of the ads. Since the number of packs varied from ad to ad ("Smoke Cracked" shows one pack, Now and "New Low Tar Entry" show two packs, and Vantage shows eight packs), only respondents mentioning the correct number of packs for a given ad are included in the recall figures. However, it is still impossible to determine whether these comments are actually based on recall of the ads or based on the respondents' expectations. (One would expect to see cigarettes in a cigarette ad.)

Aside from correct identification of the number of cigarette packs in each ad, there appears to be little difference among the four ads in terms of the general ad features recalled.

1002479810



Spontaneous Thoughts and Feelings

n =	Smoke Cracked (50)	New Low Tar Entry (50)	Now (100)	Vantage (100)
<u>Positive Comments</u>	<u>12%</u>	<u>18%</u>	<u>15%</u>	<u>15%</u>
Would like, should switch to, a low tar and nicotine cigarette; better, healthier, safer	6	4		
Curious to try this brand, see how they taste	2	10		
Could really be a better, fantastic cigarette: low tar and a lot of flavor	--	4		
Tried them and like them--they taste good	2	--		
Other favorable comments	2	--		
<u>Neutral Comments</u>	<u>40</u>	<u>32</u>	<u>34</u>	<u>40</u>
This is a new cigarette	4	2		
Have seen this ad before	2	--		
Have seen this brand before	--	2		
Trying to make me switch brands	2	--		
Tried this brand (no elaboration, positive or negative)	2	--		
Nothing, don't remember, don't know	30	30		
<u>Negative Comments</u>	<u>40</u>	<u>28</u>	<u>25</u>	<u>27</u>
Tried these cigarettes and didn't like them: tasted lousy, like finger nail clippings, a nothing taste, etc.	12	--		
Just another cigarette ad: hum-drum, heard it before; just another new cigarette	10	6		
Makes me think of illness, cancer, black lungs, I'd better stop smoking; I'm trying to cut down, quit	6	8		
I wouldn't switch from my brand; like, thought of, my brand: Marlboro, Vantage	6	8		
Don't believe this really tastes better, tastes like a regular cigarette	4	--		
Disliked the ad: too long, too much to read, didn't tempt me	2	4		
Skeptical about their claims: lies, crap, etc.	2	2		
All make the same claims: low tar & nicotine, better flavor	2	2		
Other unfavorable comments (flavor additives might be harmful; dislike brand name; can't always get this brand; etc.)	8	2		

Q: What went through your mind when you saw this ad?

1002479811

### Spontaneous Thoughts and Feelings

When respondents were asked, "What went through your mind when you saw this ad," negative comments were elicited more often than positive comments (from about one-and-a-half to three times more often). Neutral comments generally outnumbered negative comments by a small margin.

Few differences are evident among the four ads, except that the Merit "Smoke Cracked" ad tended to elicit a slightly higher incidence of negative comments than did the other three ads.

Specific comments tended to be scattered, however very low levels of agreement occurred in the following areas: Among the positive comments most frequently mentioned were 1) respondents' curiosity to try or taste the advertised cigarette, and 2) receptivity to the concept of a low tar, low nicotine cigarette.

Most prominent among the negative comments were 1) boredom with the ad and the introduction of yet another new brand of cigarette, 2) reluctance to switch from their current brand, 3) unfavorable reactions based on actual experience with the brand, and 4) references to illnesses associated with smoking or the inadvisability of smoking.

Finally, remembering the rather low levels specific detailed recall generated by these ads, it would seem that some of the negative comments elicited may not reflect negative reactions to the ads so much as they reflect negative attitudes towards the act of smoking itself.

1002479812

Appendix

1002479813

Recall of Ad Details

Verbatim Responses

Merit - "Smoke Cracked"

1002479814

Questions: —

- a. What did the ad say?
- b. What did the ad show?
- c. What were they trying to tell you?

1002479815

Recall of Ad Details

Merit - "Smoke Cracked"

Respondent #

- 101     a. They explained a new breakthrough in flavor  
       b. Tar and nicotine ratings  
       c. That you could still have good taste with low nicotine
- 102     a. Now is the time for something  
       b. Two packs of cigarettes and a lot of writing  
       c. Low in tar
- 103     a. Don't know  
       b. Remember seeing cigarette packages (2)  
       c. Low tar content
- 104     a. Why smoke cracked  
       b. Studies that Merit did in tar and nicotine  
       c. That it would be healthier to smoke Merit because it's lower  
          in tar
- 105     a. Just remember seeing the name  
       b. A pack of cigarettes  
       c. DK
- 106     Don't recall brand name
- 107     a. Smoke cracked  
       b. Pack of cigarettes  
       c. Something about a fractometer to do with tar and nicotine
- 108     a. DK, just the name  
       b. Isolated the cause of high nicotine  
       c. Reduced tar and nicotine
- 109     a. Don't Remember  
       b. Merit pack  
       c. Mild cigarette
- 110     a. DK  
       b. Packs of cigarettes  
       c. DK
- 111     Don't recall brand name
- 112     a. Low tar  
       b. Comparison of tar of Merit and other cigarettes  
       c. Better to smoke Merit because there is less tar

1002479816

Merit (continued)

Respondent #

- 113      a. Low tar and nicotine  
         b. Package of cigarettes  
         c. That their cigarettes were tasty even though they have low tar and nicotine
- 114      a. A smooth smoking cigarette  
         b. Packs of cigarettes  
         c. Low tar
- 115      Don't recall brand name
- 116      a. Saw Merit cigarette  
         b. Pack of cigarettes  
         c. 9.07 tar and nicotine
- 117      a. Low tar content  
         b. Pack of cigarettes  
         c. They are low in tar
- 118      a. DK  
         b. Packs of cigarettes  
         c. DK
- 119      Don't recall brand name
- 120      a. New flavor breakthrough - low tar cigarette  
         b. Picture of pack  
         c. They have added flavor to low tar so it would taste like regular cigarette
- 121      a. Lower tar and nicotine  
         b. Pack of cigarettes  
         c. Lower in tar and nicotine, percentage, surgeon's warning
- 122      a. Don't remember, just remember the name  
         b. Don't remember if there was even a picture  
         c. DK
- 123      Don't recall brand name
- 124      a. Less tar and nicotine  
         b. A package of cigarettes  
         c. Low tar and nicotine
- 125      a. Low tar and nicotine - lowest tar and nicotine cigarette  
         b. Pack of Merit cigarettes (2) - figures on tar (9)  
         c. Low tar and nicotine cigarette

1002479817

Merit (continued)

Respondent #

- 126     a. Cigarette had additives to make it taste better, low tar  
            and nicotine  
            b. Pack of cigarettes  
            c. Taste of regular cigarettes, although a low tar and nicotine  
                cigarette
- 127     a. DK  
            b. Pack of cigarettes  
            c. DK
- 128     a. Low tar and nicotine content  
            b. Pack of Merit cigarettes  
            c. Lowness of tar and nicotine
- 129     a. It's low in tar and nicotine  
            b. Packages of cigarettes  
            c. Impress that the flavor is very good even though it is low  
                in tar and nicotine
- 130     a. Good tasting, low tar and nicotine  
            b. A pack of cigarettes  
            c. That it was a good tasting cigarette for low tar and nicotine
- 131     a. Low tar and nicotine  
            b. Showed a pack of cigarettes  
            c. Low tar and nicotine
- 132     Don't recall brand name
- 133     Don't recall brand name
- 134     a. Lowest in tar and nicotine  
            b. Open pack of cigarettes with a few sticking out  
            c. Smoke something that won't kill you as quick, if you have to  
                smoke
- 135     Don't recall brand name
- 136     a. DK  
            b. A pack of cigarettes  
            c. DK
- 137     Don't recall brand name
- 138     a. Low tar and nicotine - Why do you smoke?  
            b. DK  
            c. That if you're going to smoke, smoke a cigarette with low  
                tar and nicotine

1002479818



Merit (continued)

Respondent #

- 139 Don't recall brand name
- 140 a. Low in tar and nicotine  
b. A package of cigarettes  
c. They are better for your health, I guess
- 141 a. Lowest in nicotine  
b. Bunch of cigarettes on top  
c. They are lower in tar and nicotine
- 142 a. Low tar and nicotine  
b. Come in menthol and regular  
c. DR
- 143 a. Lowest tar (.2%) and nicotine (.2%)  
b. A cigarette  
c. Buy their cigarettes
- 144 a. Low tar and nicotine  
b. Showed pack of Merit  
c. It's better for your health to smoke Merit
- 145 a. Remember name, funny design  
b. DR  
c. DR
- 146 a. Taste (very good), low tar  
b. Cigarettes in a package  
c. Tar and nicotine was low - they're new, and taste good
- 147 Don't recall brand name
- 148 a. Low tar and nicotine  
b. Showed a picture of cigarettes, with a couple of paragraphs of description  
c. Better for health because of low tar and nicotine
- 149 Don't recall brand name
- 151 a. DK  
b. DK  
c. DK

1002479819

Spontaneous Thoughts and Feelings

Verbatim Responses

Merit - "Smoke Cracked"

1002479820

Question:

What went through your mind when you saw this ad?

1002479821

Spontaneous Thoughts and Feelings

Merit - "Smoke Cracked"

Respondent #

- 101 I tried them and didn't like them.
- 102 About the girl I met last night who smoked them and she tried to sell me on the idea of smoking them
- 103 Cancer
- 104 That all cigarettes are lower in tar - all ads are the same
- 105 Nothing
- 106 Don't recall brand name
- 107 The fact that I smoked these things when they first came out and it was like smoking fingernail clippings.
- 108 A new cigarette
- 109 Nothing
- 110 That it's just another cigarette and I'm trying to quit smoking
- 111 Don't recall brand name
- 112 I've tried them and they taste lousy - a nothing taste
- 113 The cigarettes were crummy, because I've tried them. There was no taste.
- 114 Nothing
- 115 Don't recall brand name
- 116 Nothing
- 117 Wouldn't smoke them because I'm used to what I'm smoking now
- 118 Nothing
- 119 Don't recall brand name
- 120 Lies. Boredom.

1002479822

Merit (continued)

Respondent #

- 121      Wondered what flavor would be like
- 122      Don't like them - cigarette and ad unattractive
- 123      Don't recall brand name
- 124      Nothing
- 125      Phillip Morris, Marlboro
- 126      Didn't believe the claims (the flavor of a real tobacco),  
wondered if additives were harmful or not
- 127      Nothing
- 128      Switching to a low tar and nicotine cigarette
- 129      That I tried them and liked them but they weren't available  
enough to buy all the time
- 130      I smoke, and it would be a good idea if I tried it, if low  
in tar and nicotine
- 131      Nothing
- 132      Don't recall brand name
- 133      Don't recall brand name
- 134      Smoke something that won't kill you as quick if you're trying  
to cut down
- 135      Don't recall brand name
- 136      Nothing
- 137      Don't recall brand name
- 138      Nothing
- 139      Don't recall brand name
- 140      I saw this before
- 141      Wondering how much nicotine I'm inhaling now
- 142      Would probably be too light

1002479823

Merit (continued)

Respondent #

- 143 That it was a new cigarette
- 144 Don't like non-menthol cigarettes
- 145 Not to smoke them
- 146 Kind of cynical, usual hum-drum ad
- 147 Don't recall brand name
- 148 They were tempting me to switch brands
- 149 Don't recall brand name
- 151 Not interested because I tried the cigarette and didn't like it -  
no taste

1002479824

Recall of Ad Details

Verbatim Responses

Merit - "New Low Tar Entry"

1002479825

Questions:

- a. What did the ad say?
- b. What did the ad show?
- c. What were they trying to tell you?

1002479826



Recall of Ad Details

Merit - "New Low Tar Entry"

Respondent #

- |     |   |
|-----|---|
| 150 | a. Just remember seeing the name "Merit."<br>b. Don't Know<br>c. DK   |
| 301 | Don't Recall Brand Name   |
| 302 | a. Warning -- Something about tar and nicotine<br>b. Packs of cigarettes<br>c. Low tar and nicotine cigarette   |
| 303 | a. Lowest tar and nicotine cigarette<br>b. Pack of cigarettes and information on how much less tar and nicotine it contains<br>c. It had the taste of a high tar cigarette but Merit has low tar and nicotine                           |
| 304 | a. DK<br>b. A package of cigarettes<br>c. DK  |
| 305 | a. Low in tar and nicotine<br>b. Showed packs of cigarettes, regular and menthol<br>c. Their cigarettes are better because they are low in tar and nicotine   |
| 306 | a. Low tar and nicotine content<br>b. Two packs of cigarettes<br>c. Smoking their brand was better than smoking other brands; lower in tar and nicotine   |
| 307 | Don't Recall Brand Name   |
| 308 | a. Next move is up to you<br>b. Four pictures, Three on top and a caption<br>c. DK  |
| 309 | a. A cigarette has been invented that has 60% more taste than any cigarette on the market today<br>b. A pack of cigarettes and informative literature<br>c. That their cigarette has 60% more taste than any other low tar and nicotine |

1002479827

Merit (Continued)

Respondent #

- 310      a. Nothing  
          b. Don't Remember  
          c. Nothing
- 311      Don't Recall Brand Name
- 312      a. Low nicotine and tar  
          b. Showed three packages of cigarettes  
          c. Safer to smoke
- 313      a. Smoke Merit  
          b. Four different ads, beneath it said "more people should  
              smoke Merit"  
          c. They sell more cigarettes
- 314      a. Another that tried to show low tar and nicotine  
          b. Explaining that if you smoke you should smoke Merit --  
              Four columns with package of cigarettes next to each  
              one  
          c. Safest cigarettes for smoking, good tasting
- 315      a. Low tar and nicotine  
          b. Two packs of cigarettes -- low tar and nicotine content  
          c. That you should switch to Merit for low tar and nicotine  
              taste
- 316      a. Low in tar and nicotine and yet has flavor in the cig-  
              arette  
          b. Four separate paragraphs stating why people smoke,  
              giving nicotine content  
          c. That you can smoke a better tasting low in tar and nico-  
              tine cigarette.
- 317      a. Less tar, nicotine  
          b. Two packs of opened cigarettes  
          c. They have less tar and nicotine
- 318      Don't Recall Brand Name
- 321      a. Low tar -- 20% less tar  
          b. The package of cigarettes  
          c. It was lower in tar than other cigarettes
- 322      a. Low tar  
          b. Four packs of cigarettes  
          c. Low tar, less nicotine

1002479828

Merit (Continued)

Respondent #

- 323 Don't Recall Brand Name
- 324 a. Don't Remember  
b. Showed a pack of cigarettes  
c. DR
- 325 a. The ad advertised that it was a low tar brand  
b. Two packs of cigarettes  
c. No!
- 326 Don't Recall Brand Name
- 327 Don't Recall Brand Name
- 328 a. DK  
b. DK  
c. DK
- 329 Don't Recall Brand Name
- 330 a. That their cigarettes have low tar and nicotine  
b. A lot of small print and a pack of cigarettes  
c. It's better for you than other cigarettes because of the low tar
- 331 a. Less tar and nicotine  
b. Couple of packs  
c. Same taste but less tar and nicotine
- 332 Don't Recall Brand Name
- 333 a. Lowest tar and nicotine -- special filter, good taste  
b. Package  
c. A new brand of cigarette
- 334 a. DK  
b. DK  
c. DK
- 335 a. DK  
b. DK  
c. DK
- 336 a. Low in tar and nicotine, yet it has flavor of regular cigarettes  
b. Pack of cigarettes and information  
c. Merit low in tar and nicotine, yet maintains flavor

1002479829

Merit (Continued)

Respondent #

- 337 a. Percent of low tar and nicotine  
b. Pack of cigarettes  
c. Because of the low tar and nicotine content
- 339 a. Low tar and nicotine  
b. Packs of cigarettes  
c. These cigarettes were low in tar and nicotine, better to smoke cigarettes
- 341 a. DK  
b. Pack of cigarettes  
c. The tar and nicotine content, their cigarettes are better than others
- 342 Don't Recall Brand Name
- 343 a. DK  
b. DK  
c. DK
- 344 a. DK  
b. A package of cigarettes  
c. DK
- 345 a. DR  
b. DR  
c. DR
- 346 a. DR  
b. The pack was lying down  
c. They were lowest in tar and nicotine
- 347 Don't Recall Brand Name
- 348 a. Indicated low tar and nicotine -- also used term "enriched flavor"  
b. Showed pack of Merit  
c. If you smoke, smoke Merit because of low tar and nicotine
- 349 a. Didn't read it  
b. Cigarette box  
c. Didn't read it
- 350 a. Said there was low tar and nicotine  
b. Picture of Merit pack  
c. Merit is better because it's lower in tar and nicotine

1002479830

Merit (Continued)

Respondent #

351		Don't Recall Brand Name
352	a.	DK
	b.	Cigarettes
	c.	DK
353		Don't Recall Brand Name

1002479831

Spontaneous Thoughts and Feelings

Verbatim Responses

Merit - "New Low Tar Entry"

1002479832

Question:

What went through your mind when you saw this ad?

1002479833

Spontaneous Thoughts and Feelings

Merit - "New Low Tar Entry"

Respondent #

150	DK
301	Don't Recall Brand Name
302	Just another ad
303	I thought of the number of people who smoked and that it could be a better cigarette because it is a flavorful cigarette with less tar
304	Nothing
305	Nothing
306	It was just a phony advertising gimmick-no cigarette is really that good for you
307	Don't Recall Brand Name
308	Nothing
309	That the cigarette could possibly be fantastic -- the idea of showing a cigarette with low tar and nicotine and a lot of flavor
310	Just a new cigarette -- seen them on the market recently
311	Don't Recall Brand Name
312	Brand name didn't appeal to me
313	I want to try them now
314	Thinking of Marlboro -- comparing the two
315	I wasn't interested in the ad -- I'm not looking around to make a change
316	Just wondered if I'd like the taste of the Merit cigarette
317	I was thinking of Vantage
318	Don't Recall Brand Name
321	I found it confusing and it turned me off. It did not make an impression. I did not like the layout -- dull and too many statistics in too little space

1002479834



Merit (Continued)

Respondent #

322	These cigarettes would be safer to smoke
323	Don't Recall Brand Name
324	Another cigarette ad
325	Cancer
326	Don't Recall Brand Name
327	Don't Recall Brand Name
328	Nothing
329	Don't Recall Brand Name
330	That I probably should stop smoking but I don't want to
331	Thought of the Vantage because that's what I smoke and I was wondering how these taste
332	Don't Recall Brand Name
333	Nothing
334	DK
335	DK
336	Just another ad for low tar cigarettes, wonder if they had flavor of regular cigarettes
337	Whether I should start smoking them or not
339	Didn't care for the composition of the ad -- eye had to move around the page too much, to get the thought they were going to sell, but it wasn't well balanced -- too much contrast in size of lettering -- large print and small print
341	Nothing
342	Don't Recall Brand Name
343	Nothing
344	That I'd better stop smoking

1002479835

Merit (Continued)

Respondent #

345	Nothing
346	DR
347	Don't Recall Brand Name
348	Mentally, I smiled because I just bought a pack
349	DK
350	Nothing
351	Don't Recall Brand Name
352	Nothing
353	Don't Recall Brand Name

1002479836

## A Description of Eye Movement Measurement

### The Procedure

The respondent is seated in a booth especially equipped for the projection of the test slide(s) and the simultaneous recording of eye movements. The respondent faces a screen onto which the test slides are projected. Off to one side and facing the respondent is equipment used to record and measure eye movements.

The respondent is given a remote control switch and instructed in its operation: The switch permits him to terminate the viewing of each slide in the test series and begin viewing the next. The respondent is further advised that he will see a number of slides, and to look at each as he would normally, spending as much or as little time on each of them as desired.

The respondent's position vis-a-vis the screen and the camera which records his eye movements is carefully set at the beginning of the research. From that point on, the electronic machinery automatically compensates for any physical movements on the part of the respondent.

The apparatus itself allows the researcher to examine each respondent's viewing pattern while the respondent is shown a set of slides. The apparatus simultaneously pinpoints where the respondent is looking, encodes this information, and stores it on computer tapes. From these tapes, PRS is able to determine not only where the respondent looks, but for how long he stays on a particular point, and to what point he next proceeds.

Before the computer actually processes the eye movement measurements, the parameters for each element of the visual stimulus must be defined. Thus, the visual material is broken into individual components, depending on the material itself and the objectives of the research. For shelf display work, each brand grouping on a shelf may become an individual component. For ad testing or for close-up package testing, main illustration, brand name, and individual copy blocks can be differentiated.

The tapes, together with definitions of the elements to be measured, are then submitted for computer processing.

1002479837

### How the Data Are Reported for Shelf Impact Measurements

Definitions of the measurements reported for shelf impact are as follows:

- o % noting immediately: the percent of the total sample who looked at the package grouping immediately upon exposure to the shelf display slide.
- o % noting within 1 second, etc.: A cumulative figure, showing the percent of the total sample who looked at the package grouping within the time frame specified.
- o % noting at all: The percent of the total sample who looked at the package grouping any time during the voluntary exposure to the shelf display slide.
- o Average time at which first seen: The mean time, in seconds, at which the package grouping was first seen by those who attended to it. The smaller the figure, the earlier the package grouping was seen.
- o Average amount of time spent: The mean duration of time, in seconds, spent on the package grouping by those who attended to it. The larger the figure, the longer the time spent on the package grouping.
- o % of time spent on shelf display overall: Of the total time given the shelf display slide, the percent that was devoted to examination of the particular package grouping.

### How the Data Are Reported for Print Ad Measurements

Definitions of the measurements reported for print ads are as follows:

- o % noting: Equivalent to "% noting at all," this figure indicates the percent of the total sample who looked at any particular package element.
- o % reading: This figure is an estimate of the percent of the total sample who read each copy element in full. The estimate is based on the total time a respondent spends on the copy element and assumes a reading rate of approximately five words per second.
- o % re-examining: The percent of the total sample who looked at the element more than one time during exposure to the ad.
- o % of total time: This figure indicates, of the total time given the ad overall, the percent that was devoted to examination of any particular element.
- o Average viewing sequence: This figure indicates the rank order in which the elements were noted by a majority of those attending to them.

1002479838

Classification Data

	n =	Smoke Cracked (50)	New Low Tar Entry (50)
Q4a <u>Do you currently smoke at least a pack of cigarettes a week?</u>			
Yes		100%	100%
Q13a <u>What is your marital status?</u>			
Married		36	34
Single		60	62
Other		4	4
Q13b <u>To which of these age groups do you belong?</u>			
Under 18		2	2
18 - 24		48	48
25 - 34		32	34
35 - 44		12	4
45 - 54		2	4
55 - 64		4	8
65 or over		--	--
Q13c <u>Including yourself, how many members are there in your household?</u>			
Average		3.8	3.4
Q13d <u>What is the last year of schooling that you completed?</u>			
Some high school or less		8	--
Completed high school		18	30
Some College		34	32
Completed college		26	30
Postgraduate study		14	8

1002479839

Classification Data

(Continued)

	n =	Smoke Cracked (50)	New Low Tar Entry (50)
Q13e <u>What is your occupation?</u>			
Professional, proprietary, managerial	26	16	16
Technical	18	24	24
Outside sales	8	8	8
White collar	12	4	4
Skilled blue collar	8	16	16
Unskilled blue collar	2	2	2
Service occupations	6	8	8
Other: student, retired, unemployed	20	22	22

Q13h Which of these categories best represents  
the total income for your household in  
1975?

Under \$5,000	2	2
\$5,000 - \$9,999	2	12
\$10,000 - \$14,999	28	28
\$15,000 - \$19,999	24	18
\$20,000 or over	44	40

1002479840

Classification Data

(Continued)

	n =	Smoked Cracked (50)	New Low Tar Entry (50)
Q13g <u>What brand of cigarettes are you</u> <u>currently smoking? Is that</u> <u>regular or menthol? Filter</u> <u>or non-filter?</u>			
<u>Non-Menthol Filter</u>		<u>54%</u>	<u>76%</u>
Marlboro	20		42
Winston	16		6
Kent	8		2
Vantage	2		4
Carlton	4		--
Viceroy	--		4
Benson & Hedges	2		--
Dunhill	--		2
Lark	--		2
Lark 100's	--		2
Marlboro 100's	--		2
Merit	--		2
Now	2		--
Parliament	--		2
Raleigh	--		2
Silva Thins	--		2
True	--		2
<u>Menthol Filter</u>		<u>34</u>	<u>16</u>
Kool	6		8
Newport	8		6
Salem	8		--
True	6		--
Benson & Hedges	2		--
Marlboro	2		--
Salem Lights	2		--
Vantage	--		2
<u>Non-Menthol/Non-Filter</u>		<u>10</u>	<u>8</u>
Pall Mall	4		8
Camel	4		--
Lucky Strike	2		--
<u>No Answer</u>		<u>2</u>	<u>--</u>

1002479841

## The Questionnaire

1002479842



Perception Research Services, Inc.  
560 Sylvan Avenue  
Englewood Cliffs, N.J. 07632

Job No. 96-108  
February 1976

CARD 1 1-1

Respondent # \_\_\_\_\_ (2-4)  
Phase # \_\_\_\_\_ 5-  
Rotation # \_\_\_\_\_ (6-7)

Ad Test With Men

Good morning/afternoon/evening. I am \_\_\_\_\_ from Perception Research Services, a national research organization. We are conducting research on people's opinions about the advertising of various consumer products. I wonder if you could spare some time to answer some questions for me.

1. First of all, have you been interviewed on these premises in the past year or so?

Yes ( )---TERMINATE INTERVIEW. No ( )

2. And do you, or does anyone in your household, work for an advertising agency or a company engaged in marketing research?

Yes ( )---TERMINATE INTERVIEW. No ( )

- 3a. How many automobiles, if any, are there in your household?

\_\_\_\_\_ 8- (IF NONE, TERMINATE INTERVIEW.)

- 3b. Who in your household is responsible for maintaining each of these cars (this car), that is, who pays the bill for any repairs which need to be done, any parts that need to be replaced, and so on? (CHECK AS MANY AS APPLY.)

Respondent ( ) 9-1 (IF NOT CHECKED, TERMINATE INTERVIEW.)  
Spouse ( ) -2  
Parent ( ) -3  
Child ( ) -4  
Other ( ) -5

- 3c. I'm going to read to you a list of activities which you may or may not have done in the past two years or so. For each item which I read, please tell me if you have done this particular thing in the past two years. (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT HAS DONE IN COLUMN FOR Q 3c.)

- 3d. Now, which of these things, if any, do you plan to do in the next two years? (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT PLANS TO DO. USE SECOND COLUMN IN GRID BELOW.)

	Q 3c Has Done	Q 3d Plans to Do
Purchase(d) new tires for a car	( ) *10-1	( ) *11-1
Give(n) a cocktail party	( ) -2	( ) -2
Purchase(d) a new car	( ) -3	( ) -3
Open(ed) a savings account	( ) -4	( ) -4
Open(ed) a checking account	( ) -5	( ) -5
Take(n) a trip by air	( ) -6	( ) -6
Purchase(d) power tools for house or garden	( ) -7	( ) -7
Decorated a room in your home	( ) -8	( ) -8

\* IF NEITHER OF THESE TWO BOXES IS CHECKED, TERMINATE INTERVIEW. ASSIGN PHASE NUMBER ON BASIS OF PAST OR FUTURE PURCHASE OF NEW TIRES.

1002479843

4. And finally, do you...(READ EACH ITEM BELOW. CHECK BOX ONLY IF "YES")

- |   |     |       |
|---|-----|-------|
| a. Currently smoke at least a pack of cigarettes a week?          | ( ) | *12-1 |
| b. Shop for clothing for yourself at least once every two months? | ( ) | -2    |
| c. Read a daily newspaper?  | ( ) | -3    |
| d. Read a weekly news magazine?                                   | ( ) | -4    |
| e. Do handiwork around the house from time to time?               | ( ) | -5    |

\* IF BOX NOT CHECKED, TERMINATE INTERVIEW.

IF RESPONDENT QUALIFIES AND IS COOPERATIVE, ESCORT HIM TO TEST CENTER AND DIRECTLY TO EYE MOVEMENT BOOTH. RECORD RESPONDENT, PHASE AND ROTATION NUMBERS ON FACE OF QUESTIONNAIRE. BE SURE YOU AND EYE MOVEMENT OPERATOR AGREE ON PHASE AND ROTATION NUMBER TO BE ADMINISTERED.

5. IN EYE MOVEMENT BOOTH, INSTRUCT RESPONDENT AS FOLLOWS:

We are going to show you a series of advertisements for consumer goods and services. Please look at them as you would normally, spending as much or as little time on each of them as you like. When you are finished looking at an ad, all you need do is press this button and the next one will come automatically on the screen. Please remain seated until you have seen all of the ads in the series.

6. CONDUCT RESPONDENT TO INTERVIEWING BOOTH. Thinking of the ads you just saw, what brands or advertiser's names do you remember? Any others? (PROBE UNTIL NO FURTHER RESPONSE. CHECK IN FIRST COLUMN BELOW THOSE NAMES WHICH WERE RECALLED.)

7. Now, I am going to read to you a list of advertiser's names. Some of these names were included in the ads you just saw while others were not. Please tell me the names you definitely remember having seen, even though you may have mentioned them before. (BEGIN WITH CHECKED ITEM, READING ALL ITEMS IN TURN. CHECK THOSE ADS RECALLED BY RESPONDENT IN SECOND COLUMN BELOW.)

	Q 6	Q 7
American Airlines	( ) 13-1	( ) 15-1
Barney's	( ) -2	( ) -2
Bonds	( ) -3	( ) -3
Eastern Airlines	( ) -4	( ) -4
Englewood Tire	( ) -5	( ) -5
Firestone	( ) -6	( ) * -6
Goodrich	( ) -7	( ) * -7
Goodyear	( ) -8	( ) * -8
J.C. Penney	( ) -9	( ) * -9
Merit Cigarettes	( ) -0	( ) * -0
More Cigarettes	( ) -X	( ) -X
Now Cigarettes	( ) -V	( ) * -V
Pan Am	( ) 14-1	( ) 16-1
Philip Morris	( ) -2	( ) -2
Roger Kent	( ) -3	( ) -3
TWA	( ) -4	( ) -4
Uniroyal	( ) -5	( ) -5
Vantage Cigarettes	( ) -6	( ) * -6

\*BEFORE PROCEEDING WITH THE INTERVIEW, CHECK ADS RECALLED IN Q 7 IN BOXES PROVIDED ON PAGES 3 THROUGH 6.

1002479844

Merit Cigarettes

( )

a. What did the ad say?

33-

b. What did the ad show?

34-

35-

36-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything Else?

Now Cigarettes

( )

a. What did the ad say?

37-

38-

b. What did the ad show?

39-

40-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything else?

1002479845

Vantage Cigarettes

( )

a. What did the ad say?

41-

42-

43-

b. What did the ad show?

44-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything else?

1002479846

13. TURN PROJECTOR OFF. Finally, I just need to get some background information on you for our records.

a. First, what is your marital status?

Married ( ) 72-1      Single ( ) 72-2      Other ( ) 72-3

b. And to which of these age groups do you belong?

Under 18      ( ) 73-1  
18 - 24      ( ) -2  
25 - 34      ( ) -3  
35 - 44      ( ) -4  
45 - 54      ( ) -5  
55 - 64      ( ) -6  
65 or over      ( ) -7

c. Including yourself, how many members are there in your household? 74-

d. What is the last year of schooling that you completed?

Some high school or less      ( ) 75-1  
Completed high school      ( ) -2  
Some college      ( ) -3  
Completed college (4 years)      ( ) -4  
Post graduate study      ( ) -5

e. And what is your occupation? 76-

f. REFER TO Q 3c. IF RESPONDENT PURCHASED NEW TIRES FOR CAR IN PAST TWO YEARS:  
You told me before that you had purchased new tires in the past two years.  
What make of tires did you buy?  
77-

g. REFER TO Q 4a. IF RESPONDENT SMOKES CIGARETTES: What brand of cigarettes are you currently smoking? Is that regular or menthol? Filter or non-filter? (WRITE BOTH BRAND AND WHETHER REGULAR OR MENTHOL, FILTER OR NON-FILTER IN SPACE BELOW.)  
78-

h. And finally, which of these categories best represents the total income for your household in 1975?

Under \$5,000      ( ) 79-1  
\$5,000 - \$9,999      ( ) -2  
\$10,000 - \$14,999      ( ) -3  
\$15,000 - \$19,999      ( ) -4  
\$20,000 or over      ( ) -5

Respondent's Name & Address \_\_\_\_\_

Interviewer's Name & Date of Interview \_\_\_\_\_

1002479847